



## **United Way of the Battle Creek and Kalamazoo Region Job Posting**

The United Way of the Battle Creek and Kalamazoo Region has the following position available:

### **CONTENT MARKETING MANAGER**

***Are you passionate about making a difference in the lives of those who reside in our communities? This position makes that happen by creating and executing internal and external marketing strategies, using various forms of media and communication to build, maintain, and manage the reputation and activities of UWBCR to support achievement of the Strategic Impact Goals.***

The United Way of the Battle Creek and Kalamazoo Region (UWBCR) partners across all sectors year-round to achieve measurable progress towards specific community level goals in Education, Income, Health and Basic Needs. Our organization stands in the top five percent of United Way organizations nation-wide in overall resource development results. This past year over \$12M was raised locally and our goal to engage more than 3,000 volunteers will help fuel the ongoing movement to *change the story* in communities throughout our region...one life at a time.

UWBCR is seeking a great writer and editor; someone who can keep the United Way brand's voice consistent across regularly published content. The ideal content curator will understand our target audiences and publish content that informs, inspires, and drives people to engage in our movement to change the story. We are seeking a savvy wordsmith to join our team. Candidates must have a knack and love for writing, a desire to learn and comprehend, an ability to distill information down, and experience in generating content, blogging, email marketing and digital strategy to help achieve organizational goals. The successful Content Marketing Manager will help transform our community by consistently delivering the following:

#### **Primary -**

- Writes various types of content on a range of topics.
- Provides feedback to other contributors, and editing other writers' content.
- Optimizes content for search engines and lead generation.
- Conducts analytical projects to improve blog, email and digital strategies/tactics.
- Expands our overall reach.
- Works organizationally to support and strengthen the local United Way brand and our entire team

#### **Secondary -**

- Helps maintain and update [changethestory.org](http://changethestory.org)
- Helps capture, edit and use photographs and video footage at events and other venues to be utilized for marketing and donor engagement

**Qualifications:**

- A passion and strong understanding of philanthropy, health and human service agencies/trends and our organization's vision, mission, and goals.
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content.
- An analytical mind and interest in using data to optimize/scale blog marketing strategies and tactics.
- Excellent organizational skills to work independently and manage projects with many moving parts.
- 2-3 years of marketing and content creation experience
- Working knowledge of E-mail marketing
- Working knowledge of social media
- Past experience producing content for the web specifically, as well as channel-specific knowledge (blog, Facebook, Twitter, Instagram, etc.)
- Past experience building audiences either online or offline.
- A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions.
- Proficiency with Adobe Creative Suite (particularly Photoshop and InDesign)
- BA/BS degree or an equivalent level of experience is required.

This full-time exempt position reports to the Director of Marketing and Communications..

Candidates should apply with cover letter and resume to Rhonda Stull by August 31, 2016, to: [rstull@uwbckr.org](mailto:rstull@uwbckr.org)

**United Way of the Battle Creek and Kalamazoo Region is an Equal Opportunity Employer.**